

**Position Summary**

This Public Health AmeriCorps position will support Rock County Public Health's (RCPH) communications program through creating, maintaining, and distributing public health communications and marketing materials in collaboration with RCPH's Communications Specialist. A successful AmeriCorps member in this position will be detail-oriented, comfortable with multi-tasking, and open to learning more about public health.

**Member Duties**

The Public Health AmeriCorps member will be responsible for the following activities:

1. Serve with Communications Specialist and agency staff to ensure development of timely communications that are evidence informed, consider the health literacy of the intended audience, and support prevention and wellness.
   1. Coordinate with subject matter experts to ensure communication content is aligned with best practices, national guidelines or recommendations, and available research findings.
   2. Ensure reading level, literacy, and culture of target audience are considered during development and dissemination of communications.
   3. Utilize a variety of tools and technology to create communications such as the Microsoft Suite, the Adobe Cloud, Canva, Catchafire, and others.
   4. Ensure communications are disseminated when needed by the target audience which ranges from routine pre-planned monthly communications to immediate communication needs during public health emergency responses or crises.
2. Provide information on Public Health issues and Public Health functions through multiple methods to a variety of audiences.
   1. Utilize social media, agency website, local media outlets (radio, television, newspaper, outdoor advertising) and other methods to disseminate communications.
   2. Ensure that selected communication methods align with preferred communication platforms of the target audience.
   3. Serve with Communications Specialist, other agency staff, and media and community partners in a collaborative and professional manner.
3. Serve with Communications Specialist and Support Staff to design and optimize a media room to be used by staff to better reach the Rock County population.
   1. Coordinate with Communications Specialist, Support Staff, and subject matter experts to create an inventory of needed equipment.
   2. Ensure media room is appropriately set up, organized, and maintained.
   3. Assist staff using a variety of tools and technology to create communications such as cameras, teleprompters, green screens, and others.
   4. Serve with partners to disseminate RCPH created communications products.

1. Serve with Communications Specialist and Performance Management team to gather and enhance communications analytics and metrics.
   1. Coordinate with Communications Specialist and Performance Management team to understand appropriate metrics and communications measures.
   2. Ensure timely gathering and presentation of all appropriate communications data.
   3. Utilize analytics and data to guide RCPH’s public messaging strategies.
   4. Provide presentations and training to staff regarding analytics/metrics collection as needed.

**Knowledge, Skills, and Abilities**

**Knowledge:**

* Basic understanding of the Microsoft Suite, PowerPoint, Adobe, and Canva
* Basic understanding of social media platforms and how they are managed

**Skills:**

* Excellent verbal and written communication skills
* Excellent attention to detail and editing skills
* Communicating effectively and tailoring communication strategies to the target population
* Camera and cell phone photography and videography
* Creative and out of the box thinking

**Abilities:**

* Ability to exercise sound judgement and discretion in completing assigned duties and responsibilities
* Ability to serve independently and in a team environment
* Ability to communicate effectively verbally and in writing
* Ability to effectively communicate with staff in a courteous, professional manner

**Essential Functions**

**Physical:**

* Ability to bend, twist, turn, and reach frequently
* Ability to sit, walk and stand for long periods of time
* Ability to grasp, carry, push, pull, and lift objects up to 20 pounds at times
* Ability to drive a vehicle
* Access to reliable transportation to fulfill duties of position
* Level of vision, hearing, and fine motor skills sufficient to read, write and proficiently use office and computer equipment

**Equipment Use:**

* Ability to independently and fluently use computer and office equipment (telephone, multi-function printers, computers, software systems, mobile smart phone devices) continuously on a daily basis
* Ability to proficiently use software programs Microsoft Office (Microsoft Word, PowerPoint, Excel, Outlook)

**Conditions:**

* Ability to serve varied hours on occasion, including evenings, weekends and overtime (partner meetings, community events, and public health emergencies).
* Ability to serve in varying office and outside conditions in relation to heat, cold, and varying weather conditions

**Requirements**

**Required:**

* High school diploma/GED
* Valid driver’s license, current certificate of vehicle insurance and reliable access to transportation to all assigned locations

**Preferred:**

* Bachelor’s degree in public health or closely related field from an accredited college or university

**For more information, contact Amber Scarborough at** [**amber.scarborough@wafcclinics.org**](mailto:amber.scarborough@wafcclinics.org)**.**